

104 Assistants find promising careers w



The role of the assistant manager comes into the limelight this month when over 180 assistants pour into the home office for a week-long seminar. Whether in a Kresge, K mart or Jupiter store, these eager, young men and women all share in the same tasks; the same problems and the same goals. Two such future managers were questioned about their careers with the nation's third largest retailing chain, the Kresge Company:

When F. Robert Wetherell joined the company in 1967, he had barely heard of Kresge or K mart as there was only one company store in his home state of Utah at the time. Now seven years later, this seasoned assistant has helped open 13 stores either as the store assistant or as the temporary fixture man.

"It's really a sight to see one of our stores completely empty before beginning preparation for grand opening," states Mr. Wetherell. "I often go into such stores and tag all the counters for proper merchandise placement. The transformation is quite amazing."

Mr. Wetherell, a graduate of Utah State, likes working in Kresge stores and feels they make a good training ground for assistants. "You learn about all of the important aspects of retailing in greater detail by working in a Kresge store," states the assistant. "Many of the employees in a Kresge store have been with the company 15, 20, 25 years and more and they know their jobs backwards. I'm the rookie on the job!"

"My wife and I are adventuresome types and, consequently, the big move from the Western to Central Region presented a challenge," states Mr. Wetherell, who is now located at Kresge 185, Ferndale, MI. He adds, "Since there are no children in the picture yet, the regular transfers do not present any problems to us."

As assistant of eight stores during his career, Mr. Wetherell feels that keeping a well-stocked inventory is the key to the successful management of a company store. "If you know your inventory and keep it current, many problems can be eliminated," states the experienced assistant. "Assistants should also be patient and friendly to everyone with whom they come in contact." His present manager at 185 is Mack Eveleth who feels that Mr. Wetherell gets along very well with all people, especially his fellow workers.

Any memorable experiences to relate from his last seven years as assistant manager?

"There's so many memorable experiences, some exciting, some uplifting moments, many touching times—there's always something happening in the store to keep you busy," remarks this future manager.

